

Dear Council Members,

It is a pleasure to submit my resume for Lakewood City Council Member of Ward 3. I believe upon review of my background you will recognize that my innovation, passion and determination are just what you are looking for.

My greatest strengths match those necessary to grow the success of Lakewood. As a former Captain of my varsity college tennis team, I fully understand that being a team is the format that wins at every level. I would be honored to join your team and represent the great people of this city.

I believe that setting goals along with measurable objectives is very important in life as in business and politics. My goals are those of creating a better place for my neighbors to live and work in. Having a safe and environmentally clean community are priorities for me. My keen business insight and attention to marketing and sales will enable me to step right in and help the current members of council collaborate on ideas and opportunities. I want to see Lakewood create a more vibrant economy, where entrepreneurs are welcomed with exciting opportunities to grow their businesses.

I previously ran in 2009 for Council-at-Large. The Lakewood voters endorsed me and I surpassed in the primary to the general election. Although a new comer to local politics, I believe the voters recognized my honesty and enthusiasm. I ran a clean and fair campaign from the grass roots level without any mudslinging from my campaign. I supported Tom Bullock as a candidate for State Representative. I am involved with the USTA and the USPTA's efforts to grow the sport of tennis in communities.

My wife and I have been home owners in Lakewood for over 6 years. We are proudly raising our 2 year old daughter on Marlowe Ave. We are members of the Lakewood Early Child hood PTA and LakewoodAlive. As a father, I want to uphold the great honor our city received by *Business Week* as "Best Place to Raise Kids" and to use my ideas and energy to improve Lakewood for our children's future. I want to raise my family in a safe community where businesses and families thrive.

I would be honored to work with the current council members and become a part of your team. As a citizen and resident of Ward 3, I would like to contribute my time and energy to the continued success of our city. I look forward to discussing your objectives and how we can work together to keep Lakewood on the map as an economically viable city and on the top of *Travel & Leisure Magazine's* "Coolest Suburbs" list.

"Change is the law of life. And those who look only to the past or present are certain to miss the future."
John F. Kennedy

Sincerely,

Jared K. Shapiro

JARED K. SHAPIRO

1562 Marlowe Ave – Lakewood, OH 44107 – jaredshapiro@yahoo.com - (216) 225-7561

Executive Summary

An effective, results orientated, self-motivated professional with an extensive history of successes as a sales representative, a territory business manager, a national sales trainer and team leader. Strengths include the ability to partner with influential decision makers and train fellow sales representatives. Skill sets include: cultivating and maintaining key relationships, exceeding performance expectations, coaching and mentoring fellow sales professionals, and developing and implementing sales strategies designed to surpass revenue targets.

Experience

May 2008 – Present

Territory Business Manager

BSN Medical (Jobst and FLA Orthopedic)

- Selling surgical bandaging, orthopedic braces, sports medicine equipment, compression garments and wound care products for the number one brands written by Physicians (Jobst and FLA Orthopedic)
- Product training including surgical and post-op products (compression therapy, orthopedic bracing vascular, wound care and lymphedema procedural knowledge)
- Sales training instruction including targeting, tactics, territory management, and account management
- Consult with physicians and therapist of all specialties (vascular, orthopedic, oncology, internal medicine, podiatry, general surgery, OBGYN, ATC, PT and OT)
- Negotiated with materials management and purchasing agents with hospital GPO's
- Responsible for selling into DME and O&P
- Provide on-site technical product field training and hospital in-service training
- 2008: 108% to PY
- 2009: Ranked top 10 nationally in sales out of 52
- 2010 Ranked number 1 in region for new sports medicine products sold
- 2010: Current year sales growth of 116.5% PY

March 2007 – April 2008

Sales Representative

Breg, Inc., an Orthofix Company

- ✓ 107% to plan for 2007 in assigned region (concurrent assignment)
- ✓ Exceeded 2007 Sales of \$1 million dollars for the region
- Technical selling into OR suites and hospital staff of cold therapy, pain pumps and post operative bracing
- Initiated, developed, and maintained key account relationships and best practice policies
- Product training including surgical and post – op products (pain pumps, cold therapy and orthopedic bracing)
- Covering arthroscopic surgical cases of lower and upper extremity
- Conducted product training and education for physicians, customers, and therapists
- Named MVP for the month of September 2008
- Ranked # 1 in sales force for cold therapy sales in 2007 (sold over \$250K)

January 2001 – April 2007

Sales Representative

Cotton Exchange, a Delta Apparel

Company

- Provided and implemented sales strategies for the company growth in the NFL and MLB
- Demonstrated product lines to key accounts (college bookstores, B2B, retail)
- Key account manager for Dick's Sporting Goods
- Coached all incoming sales representatives hired
- Represented and planned major trade shows
- Developed a consistent and reliable distributor network in a new market

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- Established, developed, and maintained key national industry relationships within the sports and retail community
- Served as Division Chairman / OACS Board of Directors
- Member OACS Best Practices Committee

Recognitions and awards include:

- *2010 top salesman in country of new products sold*
- *2008&2009 top 10 in country of new business sold*
- *2008 Rookie of the region Award*
- *2007 Presidents Club*
- *2005 Million Dollar Club Award*
- *2004 Salesman of the Year*
- *2004 Million Dollar Club Award*
- *2001 Sales Rookie of the Year*

Education

Ferris State University - B.S.
Varsity Tennis Athlete
4 year varsity letter winner
Nationally Ranked in Doubles
Team Captain 1997 & 1998
Professional Selling Skills (Sales Course)
Student of the game (Sales Course)

Played qualifier for 1999 US Open
Member of Phi Delta Theta
Board of Governor at Five Seasons Country Club
Member of the USPTA
USTA Sports Science Level I